



Docket No.: 559442004400
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Mike CRISTOFALO et al.

Application No.: 09/834,500

Confirmation No.: 5803

Filed: April 12, 2001

Art Unit: 3622

For: SYSTEM AND METHOD FOR TARGETING
OBJECT ORIENTED AUDIO AND VIDEO
CONTENT TO USERS

Examiner: Daniel Lastra

AMENDMENT UNDER 37 CFR 1.111

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

In response to the non-final Office Action dated May 4, 2006, please amend this application as follows.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 13 of this paper.